

ABSTRACT OF THE DISCLOSURE

A service providing site 10 transmits to a mobile telephone set 20 a sound advertisement data A convertible to a sound signal "a". The mobile telephone set 20 receives the sound advertisement data A, converts the sound advertisement data A to the sound signal "a", outputs the signal, and transmits an advertisement output acknowledgement signal B to the service providing site 10. The service providing site 10 receives the advertisement output acknowledgement signal B and starts to provide the service. Thus, by using a sound advertisement instead of an image advertisement, it is possible to assure to provide an advertisement even on the mobile telephone set 20 having a low resolution and a small display.